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Impact of social computing siblings on society

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Abstract - Social computing begins with the observation that humans—and human behaviour—are profoundly social. From birth, humans orient to one another, and as they grow, they develop abilities for interacting with each other. This ranges from expression and gesture to spoken and written language. As a consequence, people are remarkably sensitive to the behaviour of those around them and make countless decisions that are shaped by their social context. Whether it's wrapping up a talk when the audience starts fidgeting, choosing the crowded restaurant over the nearly deserted one, or crossing the street against the light because everyone else is doing so, social information provides a basis for inferences, planning, and coordinating activity. With the invention of Social Software (Social Media, Social Networking, Wiki Pages, Blogs, Online Gaming and Online Dating etc.) interaction between and among people became more systematic and pathetic than personal bondage. This paper will discuss about the impact of social siblings on human behaviour and their habitats.

Index Terms - Social Computing, Social Software, Behavioural Communication, Systematic Growth, Personal Bondage.

I. INTRODUCCION

"**Social Computing**" refers to systems that support the gathering, representation, processing, use, and dissemination of information that is distributed across social collectives such as teams, communities, organizations, and markets. Moreover, the information is not "anonymous" but is significant precisely because it is linked to people, who are in turn linked to other people."

"**Social Media**" or the so called "**Socialization**" is showing its dark side impact on society by making Human beings as their slaves instead of vice versa. In the race of time every human being is competing with him/her as well as his/her associates. Competition makes everybody to run behind the time in order to prove themselves to sustain. Social computing has become more widely known because of its relationship to a number of recent trends. These include the growing popularity of social software and Web 3.0, increased academic interest in social network analysis, the rise of open source as a viable method of production, and a growing conviction that all of this can have a profound impact on daily life. The premise of social computing is that it is possible to design digital systems that support useful functionality by making socially produced information available to their users. This information may be provided directly, as when systems show the number of users who have rated a review as helpful or not. Or the information may be provided after being filtered and aggregated, as is done when systems recommend a product based on what else people with similar purchase history have purchased. Alternatively, the information may be provided indirectly, as is the case with Google's page rank algorithms which orders search results based on the number of pages that (recursively) point to them. In all of these cases, information that is produced by a group of people is used to provide or enhance the functioning of a system. Social computing is concerned with systems of this sort and the mechanisms and principles that underlie them.

The idea to engage users using websites to interact was first brought forth by Web 2.0 and was advancement from Web 1.0 where according to Cormode, G. and Krishnamurthy, B. (2008): "content creators were few in Web 1.0 with the vast majority of users simply acting as consumers of content."

Web 2.0 provided functionalities that allowed for low cost web-hosting services and introduced features with browser windows that used basic information structure and expanded it to as many devices as possible using HTTP.

By 2006, of particular interest in the realm of social computing is social software for enterprise. Sometimes referred to as "Enterprise 2.0", [4] a term derived from Web 2.0, this generally refers to the use of social computing in corporate intranets and in other medium- and large-scale business environments. It consisted of a class of tools that allowed for networking and social changes to businesses at the time. It was a layering of the business tools on Web 2.0 and brought forth several applications and collaborative software with specific uses.



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II. SOCIAL SOFTWARE AKA SOCIAL SIBBLINGS



Social media

Social media has become an outlet that is one of the most widely used ways of interacting through computers. Though there are many different platforms that can be used for social media, they all serve the same primary purpose of creating a social interaction through computers, mobile devices, etc. Social media has evolved into not just an interaction through text, but through pictures, videos, GIFs, and many other forms of multimedia. This has provided users an enhanced way to interact with other users while being able to more widely express and share during computational interaction. Within the last couple decades, social media has blown up and created many famous applications within the social computing arena.

Social Networking

Through social networking, people are able to use platforms to build or enhance social networks/relations among people. These are people who commonly share similar backgrounds, interests, or participate in the same activities. For more details see social networking service.

Wiki Pages

A wiki provides computing users a chance to collaborate to come together with a common goal and provide content to the public; both novice and expert users. Through the collaboration and efforts of many, a wiki page has no limit for the number of improvements that can be made.

Blogs

A blog, in social computing aspects, is more a way for people to follow a particular user, group, or company and comment on the progress toward the particular ideal being covered in the blog. This allows users to interact using the content that is provided by page admin as the main subject.

Online Gaming

Online gaming is the social behaviour of using an online game while interacting with other users. Online gaming can be done using a multitude of different platforms; common ones include personal computers, Xbox, PlayStation, and many more gaming consoles that can be stationary or mobile.

Online Dating

Online dating has created a community of websites like **OkCupid**, **eHarmony**, and **Match.com**. These platforms provide users with a way to interact with others that have goals relating to creating new relationships. The interaction between users in sites like these will differ based on the platform but the goal is simple; create relationships through online social interaction.

Crowd sourcing

Crowd sourcing is currently a branch of social computing that has brought computing tasks to a new level when it comes to completion speed. This has also given users a way to earn an income through things like *Amazon Mechanical Turk*.

Dark Social Media

The Dark social media is the social media tools used to collaborate between individuals where contents are supposed to be only available to the participants. However, unlike mobile phone calls or messaging where information is sent from one user, transmitted through a medium and stored on each user devices, with the medium having no storage permission of the actual content of the data, more and more communication methods



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include a centralized server where all the contents are received, stored, and then transmitted. Some examples of these new mechanisms include Google Doc, Facebook Messages or Snapchat. All of the information passes through these channels has largely been unaccounted for by users themselves and the data analytics. However, in addition to their respective users private companies (Facebook, Twitter, Snapchat) that provided these services do have complete control over such data. The number of images, links, referrals and information pass through digital is supposed to be completely unaccounted for in the marketing scheme of things.

III. SOCIAL MENACE

“Blue Whale”, “48 hours Challenge”, “Pokémon”, “Selfie Mania” are some of the new threats in the name Social Computing where in they are destroying the human thinking than helping.



The biggest news among all these is “Blue Whale”, which causes worldwide panic after finding a series of deaths by teens and school going kids. Pity that it was not identified before saving 200 odd lives around the globe. Originated in Russia this game was banned or stopped to not to reach the people but still it is surfacing in either one of the other form by taking advantage of the technology. The game reportedly consists of a series of tasks assigned to players by administrators over a 50-day period, with the final challenge requiring the player to commit suicide.



“48 hours Challenge” is the new form of threat after suppressing the Blue Whale game to an extent by the Dark Kings (dark web, network and program developers and administrators) giving one more challenge for the experts in the field to face and contain. It forces the children to pretend to go missing and faking their disappearance.



“Pokémon” a cartoon series started in Japan and now as a game asking for millions of people with its virtual interactivity with the surrounding players and places causing deaths. Live in identification of their partner, catching next Pokémon by going places within their resident country or by crossing the border legally or illegally.



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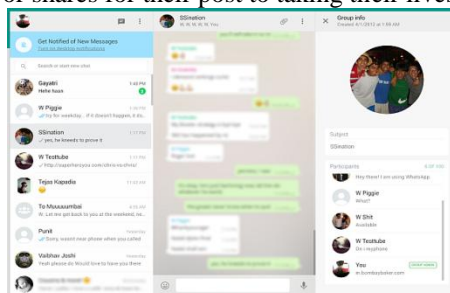
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“Selfie” is a social disaster causing havoc among people by making some heroic tasks which they never intended to do. Started as taking their own picture with their device with different facial expressions this Social Computing sibling has become the must do task of almost every smart device holder of the Globe taking their lives by showing it as an privileged quality.



“Facebook” undoubtedly from the inventors to the uneducated this Social Medium has become the bread and butter of so many people in the world. I always use a phrase whenever i took a computer class saying” **How many will see Facebook without seeing your face?**”. Unanimously 80%-90% of the class raise their hand which shows the importance of this social media in their lives. From chatting with unknown, becoming pray for the people they think they are talking with, posting their death notes to videos to the public, going into depression if they will not get like or shares for their post to taking their lives.



“Web Chat” is predominantly replacing personal interaction in the lives of people. Instead of saying Good Morning to their family they are posting the same in the form of chat showing their importance and necessity of this social media. Chatting makes them to type the unwanted with ease and speed but through them into the hell of losing the personal touch and bondage.

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I am Dr. I. Nagaraju with qualification of MCA, M. Tech., Ph.D. is having 20 years of experience in Teaching and Industry put together. I am having excellent exposure, experience and expertise in subject delivery and research assistance. My research interests are Cloud Security, Database Security, Cyber Security, Big Data Analytics and Ethical Hacking. Published 6 papers in International Conferences and attended many workshop, seminars and conferences.